BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 international Subsidiary Diploma in Enterprise and Entrepreneurship Pearson BTEC Level 3 international Foundation Diploma in Enterprise and Entrepreneurship Pearson BTEC Level 3 international Diploma in Enterprise and Entrepreneurship Pearson BTEC Level 3 international Extended Diploma in Enterprise and Entrepreneurship
Unit number and title	Unit 37: Intrapreneurship and Innovation in an Enterprise
Learning aims	A: Explore the business environment in which an enterprise operates B: Investigate how intrapreneurship can be developed internally to contribute to the success of an enterprise
Assignment title	Developing intrapreneurship to improve entrepreneurship
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	For enterprises to prosper in an ever-competitive market, innovation and risk-taking are required to create new products, services and practices or improve existing ones. Although these might be the recognised skills of an entrepreneur, increasingly enterprises are encouraging their workforce to demonstrate and develop these skills as intrapreneurs. Doing your BTEC Level 3 in Enterprise, may mean that you do not decide to set up your own enterprise straight away, and instead you seek employment in another enterprise. Therefore, a full understanding of the entrepreneurial spirit needed as an employee (better known as intrapreneurship) will help you understand how this contributes to enterprise success. You need to write a report which will form part of your personal enterprise portfolio. You need to research, using various sources, an existing enterprise that has an established reputation for innovative business practice. You need to explore best practice for developing entrepreneurial skills within the enterprise and make justified recommendations as to how it can improve.

Task	Use your research of your selected innovative enterprise to write a report. You need to include the following:

	The Business Environment • A thorough analysis, including the main risks, of how the internal and external business environment have affected the selected enterprise, including: o features of the competitive market o the role and influence of producers and consumers o composition and size of target market and its impact on the decisions made with in the enterprise o STEEPLE and SWOT and how all of the above impact on the decisions made by the selected enterprise. • An identification of the relative importance of the above internal and external factors that have influenced the selected enterprise. • A detailed examination of the relative importance of the financial, reputational and legal risks faced by the enterprise and the impact of these risks on the financial security and performance of the selected enterprise. • A detailed examination of the inter-relationship between influence of internal and external stakeholders and the decisions made in the selected enterprise Intrapreneurship • An explanation of how the: o management and leadership styles o organisational structure have helped in the development of intrapreneurship in the selected enterprise • An identification of the relative importance of the above management and leadership styles and organisational structure to the development of the intrapreneurship in the selected enterprise. • A detailed examination of how the intrapreneurial culture has influenced the employees and the personal skills and qualities that are required of them in this intrapreneurial culture • A detailed examination of the challenges that the selected enterprise faced when establishing the intrapreneurial culture • An identification of the critical success factors within the intrapreneurial culture of the selected enterprise • Logical and justified recommendations, identifying their actual and hidden costs, of how the selected enterprise can improve its processes by using an intrapreneurial approach • A careful consideration of how the best practice identified in the recommendations could be transferred between enterprises. • A careful consideration of the above recommendations and the potential impacts these could have on the development of intrapreneurship in the selected enterprise • A supported judgement on the most relevant potential impacts of the recommendations on the development of intrapreneurship in the selected enterprise.
Checklist of evidence required	A report

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
37/AB.D1	Justify own recommendations for the actions an enterprise could take to promote intrapreneurship within its workforce.
37/B.M2	Assess the potential impact of recommendations aimed at developing intrapreneurship in an enterprise.
37/A.M1	Analyse the impact of the business environment and the influence of stakeholders on the decisions of a specific enterprise.
37/B.P4	Explain how an enterprise can improve its processes by using an intrapreneurial approach.
37/B.P3	Explain how the management and leadership styles and organisational structure used in a specific enterprise have helped in the development of intrapreneurship.
37/A.P2	Explain how stakeholders have influenced decisions of a specific enterprise.
37/A.P1	Explain how the features of the business environment have affected a specific enterprise.
Sources of information to support you with this Assignment	https://www.inc.com/murray-newlands/10-things-entrepreneurs-need-to-know-about-intrapreneurship.html#:~:text=Intrapreneurship%20is%20a%20relatively%20recent%20concept%20that%20focuses,how%20important%20intrapreneurs%20are%20to%20a%20successful%20company. https://www.lcibs.co.uk/intrapreneurs-contribute-business-success/#:~:text=Intrapreneurs%20work%20extremely%20well%20with,overall%20goals%20of%20the%20business. https://online.king.edu/news/entrepreneur-vs-intrapreneur-understanding-the-difference/ https://ideas.sideways6.com/article/what-is-intrapreneurship https://www.hrtechnologist.com/articles/culture/creating-an-intrapreneurial-culture/#:~:text=%20HOW%20DO%20YOU%20CREATE%20AN%20INTRAPRENEURSHIP%20CULTURE%3F,Each%20Organisation%20has%20a%20different%20risk...%20More%20
Other assessment materials attached to this Assignment Brief	N/A